

EFFIE EUROPE FINALISTS 2023

Multi-Market & Positive Change Categories

Category	Campaign title	Lead Agency(s)	Contributing Agency(s)	Brand/Client	Country
Automotive	It's about time	INNOCEAN Worldwide Europe Berlin	Eight&Four, Performance Comms, Havas Europe, Vivendi	Genesis Motor Europe	Germany
	Volkswagen ID. Buzz x Star Wars: Creating buzz with a galactic	Scholz & Friends Family GmbH	PHD global	Volkswagen AG	Germany
	The New Toyota Aygo X: From Small to Tall	The&Partnership Europe	m/six & partners	Toyota Europe	United Kingdom
Brand Experience	Classics Can Be Remix	LOLA MullenLowe	Golin, 1st Avenue Machine, Mindshare	Unilever Foods & Refreshments Global BV/Magnum Remix	Spain
Food & Beverage	Magnum Classic	LOLA MullenLowe	Golin, Mindshare, Proppa	Unilever Foods & Refreshments Global BV/Magnum Classic	Spain
	Argeta: An Ode To Bakers	LUNA TBWA	Media Publikum, Promedia Group, Aragon	ATLANTIC GRUPA, D. D./Argeta	Slovenia
Marketing Innovation Solutions	Crunch Cancellation	TBWA Spain / Glassworks Barcelona SL	n/a	PepsiCo/Doritos	Spain
Positive Change: Environmental - Brands	Unplug Denmark	Accenture Song	Orchestra, Help PR, WeCode, Red Cross	Norlys	Denmark
	The Green Search	Robert / Boisen & Like-minded	Gobsmack Productions	Andel	Denmark
	No trash - No problem	White Label / McCANN Riga	Mindshare Latvia, Golin	Getlini EKO	Latvia

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Positive Change: Social Good – Brands	Your place is in the kitchen only when you want it to be	Jam Session Agency	Conversion, Graffiti PR	HCL Online Advertising/Tazz	Romania
	Definition of Love	JANDL, marketing a reklama, s.r.o.	Pr Clinic	Pernod Ricard/ABSOLUT	Slovakia
	Ursus Steps Up For The Bears Of Romania	LEO BURNETT	Fundatia Conservation Carpathia, Media Investment Romania	Ursus Breweries	Romania
	Vodafone Discoverage	McCann Worldgroup Romania	n/a	Vodafone Romania	Romania
	Respect for all that connects us	MUW Saatchi & Saatchi	Wavemaker, Hitchhiker films	Slovak Telekom	Slovakia
	Kinder Unmask Fears	Publicis Romania	MSL The Practice, Mindshare Romania, Publicis Events	Ferrero Romania	Romania
	Honestly...	TRIAD Bratislava	n/a	UNIQA	Slovakia
	No trash - No problem	White Label / McCANN Riga	Mindshare Latvia, Golin	Getlini EKO	Latvia
Positive Change: Social Good - Non-Profit	Essential Talks of Life	Åkestam Holst NoA	BKRY NoA, Studio Smile, Cameralink, Kapi Agency	Suicide Zero	Sweden
	Victim Cardigan	Åkestam Holst NoA	BKRY NoA, NoA Ignite, HOPE Sthlm, Other	Talita	Sweden
	“Watch Your Step!” Campaign to raise awareness of Ukrainians about landmine danger	East Europe Foundation	State Emergency Service of Ukraine (SES of Ukraine)	East Europe Foundation/ SES of Ukraine	Ukraine
	Nothing is allowed anymore	Hvíta Húsid	Republik	VIRK Vocational Rehabilitation Fund	Iceland
	Children: Testimony of War	Istropolitana Ogilvy	n/a	Magna Slovakia/ Magna Fundraising	Slovakia
	Bayraktar for Ukraine	K2 Create	n/a	Zrzutka.pl	Poland
	Cry for the Law	MullenLowe LOLA	n/a	Teta&Teta	Spain
	We are life-changing careers. We	MullenLowe UK	n/a	NHS England	United

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	Have a Word	OGILVY UK	Hogarth Worldwide Ltd, Spindle Productions	Mayor of London	United Kingdom
	WikiTruth	Publicis Groupe Content / Groupe BENELUX / Amsterdam	MassiveMusic Amsterdam, MassiveMusic Warsaw, Soundstudio Stereotypy Studio Warsaw, Soundsright Amsterdam	Ukrainian Witness	Ukraine
	Nastenka, The Voice Against Russian Propaganda	THIS IS LOCCO	Hitchhiker films	Zastúpenie Európskej komisie na Slovensku	Slovakia
	Don't stand against all	White Label / McCANN Riga	Golin Riga, Frank by Inspired	Ministry of Culture of the Republic of	Latvia
Retail	Unexpected Encounters	BETC Paris	Group M	Lacoste	France
	I love you but	Ogilvy Social Lab	Oona, Mindshare Belgium	IKEA Belgium	Ikea
Services	Hamster – the new CEO of the bank shaking things up!	Bruketa&Zinic&Grey	Spring Onion, MEDIA PUBLIKUM D.O.O., Degordian, Bunker	Addiko Bank d.d.	Croatia & Slovenia
Small Budget	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Gobsmack Productions	Nordic Leisure Travel Group	Denmark
Social Media	Letter Theft	Heimat TBWA	n/a	Hornbach Baumarkt AG/HORNBAACH	Germany
	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Gobsmack Productions	Nordic Leisure Travel Group	Denmark

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Sustained Success	Transforming H&M's business by placing search at the heart of the customer experience	Digitas UK	PGD India	H&M	United Kingdom
	Parodontax - the bleeding edge of oral health	Grey London / Wunderman Thompson London	PublicisLEON	Haleon/Parodontax	United Kingdom
Travel, Transport & Tourism	Dogcation: How a travel agency got pet owners out traveling with a 627% ROMI	Robert / Boisen & Like-minded	Gobsmack Productions	Nordic Leisure Travel Group	Denmark

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Best of Europe Categories

Category	Campaign title	Lead Agency(s)	Contributing Agency(s)	Brand/Client	Country
Best of Europe:	Škoda Zaterdag	Selmore Creative Agency	EssenceMediacom	Škoda	The Netherlands
Best of Europe: Brand Experience	Ronald McDonald House Roblox	NORD DDB Stockholm	OMD Sweden; Karta; Prime Weber Shandwick; McDonald's (Sweden)	Ronald McDonald House Charities	Sweden
Best of Europe:	McDonald's "Together let's go big"	TBWA Paris	Starcom France	McDonald's	France
Best of Europe: Crisis Response / Critical Pivot	Deposit made of Steel	MullenLowe Adventa	Dievo	FUIB	Ukraine
	Free The Leopards	Bickerstaff.734	n/a	Ministry of Foreign Affairs of Ukraine	Ukraine
Best of Europe: Electronics, Gaming & E-Sports	Arctic - Forgotten, The Most Sustainable Brand From Your Wardrobe	McCann Worldgroup Romania	Spark Foundry Romania; Viral Nation; Oxygen Romania	Arctic	Romania
Best of Europe: Food & Beverage	Coca-Cola	EssenceMediaCom (Italia)	Doom Entertainment	Coca Cola/ Coca Cola Zero	Italy
	How a brand of mini stature beat the major players with cheesy humour	TBWA London	MG OMD	Pladis/Mini Cheddars	United Kingdom
Best of Europe: Government & Public Service	LightUpUkraine	Gres Todorchuk	n/a	UNITED24	Ukraine
	The last steel of Azovstal	Gres Todorchuk	SOVA jewelry house; Nova Poshta; Rozetka	UNITED24	Ukraine
Best of Europe: Health & Wellness	Would you put an Effie up your nose?	Utorak. Biro za propagandu	PHD Media	Jadran Galenski Laboratorij	Croatia

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Best of Europe: Marketing Innovation Solutions	T.R.A.I.	Publicis Romania	Digitas Romania; Media Investment Romania; MSL The Practice	OLX Group Romania/Storia.ro	Romania
Best of Europe: Media Strategy & Idea	Deals stuck in time	NORD DDB Stockholm	OMD sweden; Prime Weber Shandwick	McDonald's (Sweden)	Sweden
	Trapped in the '90s	McCann Spain	lprospect	IKEA	Spain
Best of Europe: Positive Change	#UnExaminable	DDB Romania	Porter Novelli Public Relations; Media Investment; ABIS STUDIO	VIF - The Network to Prevent and Tackle Violence Against	Romania
	13 Minutes	McCann Prague	Hero & Outlaw; Renegadz	Czech Insurance	Czech Republic
	ARCTIC - FORGOTTEN, THE MOST SUSTAINABLE BRAND FROM YOUR WARDROBE	McCann Worldgroup Romania	Spark Foundry Romania; Viral Nation; Oxygen Romania	Arctic	Romania
	Bookvertising	Saatchi Creative Hub	n/a	Nemira Publishing	Romania
	Fundraising Reinvented with the	Colorbitor	Kaufland Romania	Hospice - Casa	Romania
	Netherlands 6-minuteszone	Triple Double	Bijl PR; Initiative; StudioM (former Weareblossom)	Hartstichting (Netherlands Heart Foundation)	The Netherlands
	Ronald McDonald House Roblox	NORD DDB Stockholm	OMD sweden; Karta; Prime Weber Shandwick; McDonald's (Sweden)	Ronald McDonald House Charities	Sweden
	Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish	Robert / Boisen & Like-minded	Gobsmack Productions	The Danish Cancer Society (PSA)	Denmark
	The last steel of Azovstal	Gres Todorchuk	SOVA jewelry house; Nova Poshta; Rozetka	UNITED24/Azolstav Bracelets	Ukraine
	Train to Victory	Gres Todorchuk	Port.;Skorozinsky	Ukrainian Railways	Ukraine

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Best of Europe:	Something Will Come Up For Sure	TBWA Istanbul	n/a	Letgo/Otoplus	Turkiye
Best of Europe: Retail	McDonald's "Together let's go big"	TBWA Paris	Starcom France	McDonald's (France)	France
	New Is For Now. Smart Is Forever	Jam Session Agency	Difrrt Agency	Flip Technologies SRL/	Romania
	Trapped in the '90s	McCann Spain	lprospect	IKEA	Spain
Best of Europe: Seasonal/Current Events	#UnExaminable	DDB Romania	Porter Novelli Public Relations; Media Investment; ABIS STUDIO	VIF - The Network to Prevent and Tackle Violence Against	Romania
	Deals stuck in time	NORD DDB Stockholm	OMD Sweden; Prime Weber Shandwick	McDonald's (Sweden)	Sweden
	Kevin versus John - How a humble	McCann Manchester	UM	Aldi UK Ltd.	United Kingdom
	We instead of Me	Bickerstaff.734	MOKO Ukraine	Galychyna	Ukraine
Best of Europe: Services	Argenta - I don't save, I invest	LDV United	n/a	Argenta	Belgium
	Mata takes over Mak	DDB Warszawa	OMD Sp. z o.o.	McDonald's Polska	Poland
Best of Europe: Small Budget	Bookvertising	Saatchi Creative Hub	n/a	Nemira Publishing	Romania
	Human Meat Plant-Based Burger	LOLA MullenLowe	Landia (Spain)	OUMPH!	Spain
	Save Your Fathers Day: How an awkward conversation sparked cancer awareness amongst Danish	Robert / Boisen & Like-minded	Gobsmack Productions	The Danish Cancer Society (PSA)	Denmark
Best of Europe: Sustained Success	Consistency is key: How Tryg	Robert / Boisen & Like-minded	n/a	Tryg Insurance	Denmark
	Family Saga	Havas Paris	n/a	Crédit Mutuel	France
	Fossil free living within one	NORD DDB Stockholm	n/a	Vattenfall	Sweden
	From Israel's dairy company to an	McCann Tel Aviv Israel	n/a	Tnuva	Israel
	Kevin versus John - How a humble	McCann Manchester	UM	Aldi UK Ltd.	United Kingdom